

"Game Of The Day" Offered As Co-op

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was made following "an overwhelming response by Mutual affiliates to offer these broadcasts to local advertisers.

The web plans to sell the show under two co-operative arrangements. The first calls for sponsorship of a complete game by one advertiser; the second allows for purchase of 30-second announcements at the end of every half-inning, and one 60-second announcement at the end of the game by various advertisers.

"Game Of The Day" will be aired Mondays through Saturdays and will be described by Al Helfer, assisted by Art Gleeson. All games will originate from the various parks of the American Baseball League.

All broadcasts are planned as "live" play-by-plays, but in the event of last-minute postponement of the scheduled game, MBS will substitute a game from another area to be presented on a "recreation" basis.

On the few days that no game is scheduled, Mutual will air a sports program on baseball. First broadcast of the "Game Of The Day" coincides with the start of the baseball season on April 18 and will continue throughout the regular season.

Hearing-Postponement Protested By Cottone

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slated for next Monday on the license renewal of KMPC, Los Angeles, WJR, Detroit, and WGAR, Cleveland. A 30-day delay was asked last week by Counsel Hugh Fulton for G. A. Richards, who controls the three stations.

A major ground for the petition for delay is the fact that Fulton has only recently come to the case, but Cottone pointed out that this is the third time in 15 months that the case has been set for hearing. Previous postponements have been at the behest of previous counsel for Richards.

Plan Market Week

San Francisco—Western Summer Market will be held at the Western Merchandise Mart July 24 through 28, Frank K. Runyan, Mart president has announced. The Mart which has year-round displays of radio and television appliances and other home goods, will hold trade meetings for the occasion.

IF YOU HAVE AN IDEA

Put that idea into visual form and sell it. Slick, handy presentations worked up from your basic material by artist-writer.

Box No. 115, RADIO DAILY
1501 Broadway, New York 18, N. Y.



By SID WHITE

Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** Tin Pan Alley is buzzing about the revelation that one of the all-time crooning greats has come to mean absolutely nothing in the platter field. All of his discs this year were colossal flops as compared to the past. . . . Some television dealers are now offering sets of dishes to purchasers of video sets. (Next week—Screeno!) . . . Here's a switch: Milton Berle now has talent scouts in H'wood digging up actors for his TV show. . . . Inside on so many theatrical agencies merging, here and on the coast, is that they got tired of exchanging clients and splitting commissions for jobs that came through after the performers had left. . . . Aside to Jack Benny: Are you planning a personal appearance tour this Spring a la Hope? . . . A local dep't store (A & S in B'klyn) is readying a program for TV to be tagged "Shopper's Paradise." They'll offer items right on TV and shoppers can order the merchandise by 'phone.

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● ● ● **H'wood T-Men** (Talent Scouts to youse) can't even get near Californeyes-ful Jane Harvey, currently thrushing at the Shelburne Lounge. Besides her big new MGM disc contract, she can have her pick of six B'way and five TV shows. Incidentally, Jane was officially tagged "Queen of Television" back in '47. . . . Billy Eckstine's "Sitting By The Window" is his greatest hit to date. MGM is pressing another half-million. . . . Jane Barton, who gave up her own publicity biz to become program director for New York State's Radio Bureau, has been made president of the Commerce Department's Civil Service Employees' Ass'n Chapter. (From the capitalist to the labor front?) . . . Al Kelly, the double-talk specialist, in great demand these days for after-dinner dates. . . . The Mariners planning another concert here after their click in Baltimore last week.

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● ● ● **Ben Gross'** article on NBC's "American Forum of the Air" tagged "It's A Radio Program For Democracy" will appear in the April 1st issue of Collier's. . . . According to ad agency insiders, the vaudeville type TV show is now considered poison. Sponsors won't buy or even hear about them unless they're emcee'd by a top-flight comic personality. . . . A top bandleader is so broke his entire salary for the coming year has been attached to pay back income taxes. . . . Geo. Shearing's newest composition, dedicated to Jack Benny and his fiddle: "I've Got You Under My Chin." . . . Macy's planning to test out effectiveness of certain video commercials via WOR-TV. . . . It's a girl, Patricia, at the Allen Funt's, of "Candid Camera" fame. . . . And Ed Evans, film program director of WPIX, is the proud poppa of a boy. . . . Sheilah Graham close to a sponsored network radio stanza. . . . Bermudians excited about the possibility of setting up a TV station on the Islands. Principal shows would be kine'd from the States.

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● ● ● **Alfred Hitchcock**, the great film producer-director, a master of screen suspense, thinks most drama on TV should be handled with one camera. The lens would be roving and would follow all the actors' movements much the same as the master mystery man did in his spectacular picture, "Rope." Though he favors filmed versions of drama, the pictures to be made especially for video, he sees a real step in the right direction in the manner used on the Wm. Gargan "Martin Kane, Private Eye" series, whereby good live action, continuity commercials and specially integrated movie sequences are combined to give a whodunit a nicely tailored effect.

KSL Awarded Eight Ad Club Citations

Salt Lake City—KSL and KSL-TV were recently named winners of six Salt Lake City Ad Club Awards, and a gold award for outstanding outdoor advertising and an honorable mention for their 1949 trade paper campaign, it has been announced. The programming awards were evenly divided into three gold medals and three honorable mentions.

Programs which won gold awards include: "This Business of Farming," sponsored by Kennecott Copper Corporation; "Land of Make Believe," sponsored by Z.C.M.I., and the TV presentations of the "U. of Utah Home Basketball Games," jointly sponsored by Z.C.M.I. and the Union Pacific Railroad.

Honorable mentions were received by the "Utah Symphony Program," a Z.C.M.I. presentation; the "Concert Hall," sponsored by Phillips 66, and the animated TV spots advertising Brainard Cottonwood Dairy.

C. Richard Evans, general manager of KSL, accepted the awards on behalf of the stations. Later, he announced the appointment of John S. Lugt as a video producer for KSL-TV.

"Bobby Benson" Day Draws 20,000 Kids

Twenty thousand persons, mostly excited kids, turned out last Saturday at R. H. Macy and Co., New York, to attend "Bobby Benson Day," a promotional stunt arranged by MBS, which airs the "Bobby Benson" show, and Macy's to introduce the new line of Benson franchised western clothes. Accordingly to a Macy exec, crowd was the largest turnout ever at a Macy promotion.

Only spot announcements and a series of bulletins prepared by the New Jersey Central Railroad built interest in the day's affair. The Central distributed a release in its commuter trains throughout the week preceding last Saturday which announced that a special twelve-car train would carry kids to the festivities free of charge. The train was jammed on Saturday.

High point of the day's activities was a personal appearance by Benson and other members of the show's cast. Jerry Sanford & Co. was recently granted a license to franchise the merchandise bearing the "Bobby Benson" label. It was the first time that Mutual granted such a license.

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do 1 big sales job

on "RADIO BALTIMORE"

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